Chapter 6
A SUMMARY OF FINDINGS AND CONCLUSION

Introduction

Marketing is as important as production. It creates time, place and possession utilities for products. Hence, production is meaningful only when marketing is perfect. Realization of the true value to the product as also rewards in terms of remunerative price to producers can be ensured only through marketing. Therefore, creating a marketing system, which could satisfy both the ends viz., the producer and the consumer is a sine-qua-non. The producers need to be served with reasonable and remunerative prices so that they can take up uninterrupted and continued production of goods and services. Similarly, the consumers are to be provided with maximum satisfaction for the goods and services they consume so that goods and services can have stable value. These warrant, i) elimination of the imperfections in the marketing system on the one hand and ii) production of goods and services in tune to the needs and wants of consumers on the other. Although, the former could be attempted through state interventions, the latter demands the participation of producers. As for agricultural goods, the government has initiated innumerable measures for correcting the imperfections of the marketing system, while the agencies / institutions associated with agricultural marketing are directed to enlist farmers’ participation in the production of market oriented agricultural produces. Cooperative marketing societies and the regulated markets are highly appreciated for their effective performance in accomplishing the above tasks. However, as for coconut marketing in the state, regulated markets play a crucial
role in promoting effective marketing system for coconut and coconut products to a greater extent than the cooperatives. Further, it is presumed that the regulated markets have brought far-reaching implications in the marketing system as also in the socio-economic conditions of farmers. In this context, queries have been made to address a few issues on the role of regulated markets in marketing of coconut and coconut products in the state. Whether the regulated markets have regulated and controlled the marketing system particularly the buyers / traders operating in the market or not? What do the regulated markets do in this regard? What is the trend in the procurement and sale of coconut and coconut products in regulated markets? Have they facilitated increased adoption of value addition activities on coconuts by farmers? Do the farmers realize the significance of the regulated markets as an agency in bringing up their socio-economic conditions? These and other issues are addressed through an empirical investigation. Since regulated markets in Erode district were prominent in marketing of coconuts and its products, all the 15 regulated markets in Erode district and farmers including users and non-users of regulated markets selected on multi stage sampling were interviewed and secondary data also perused. A summary of the inferences derived from the data on the production, marketable surplus and mode of disposal of coconuts by sample respondents, functional performances of regulated markets with reference to marketing of coconuts and copra and contributions for improving the marketing system including facilitating the farmers for undertaking copra production as off - farm value addition activities is presented here.
Summary of findings

Production, Marketable surplus and Mode of disposal of coconuts

In the process of understanding the production, marketable surplus and mode of disposal of coconuts, the socio-economic indicators including the demographic variables of farmers are analyzed. The inferences are:

Demographic indicators: Analysis of the demographic indicators such as gender, age, family size and type, community and marital status of the coconut farmers shows that majority of coconut farmers are males. However, increasing trend of adoption of coconut cultivation by female members also has been noticed. As regards age, only 14.40 per cent of coconut farmers belong to young age groups and therefore middle and old aged farmers seem to have adopted coconut cultivation intensively. As for level of education, all the farmers are literates and significant relationship between the education and possession of coconut palms of farmers has been observed. Similarly significant relationship between marital status and possession of coconut palms has been observed among coconut farmers. Assured income to the family, which is obtained from the coconut palm, is the reason for increased adoption of coconut as a major crop. However, no significant associationship between community of coconut farmers and possession of coconut palms has been noticed.

Social indicators: Level of social participation, exposure to mass media and contact with change agents of the farmers are regarded as social indicators. Although majority of farmers have medium level social participation, significant relationship between social participation level and possession of palms by farmers is not found while, significant relationship between level of exposure to mass media and possession of palms is observed among farmers. Similarly,
positive association between number of palms possessed by farmers and extent of change agent’s contact is observed. Thus, farmers possessing more number of palms are likely to have high exposure to mass media and more contacts with change agents.

Economic indicators: The economic indicators such as occupation, family income and size of landholdings, assets, borrowings and indebtedness of farmers are analyzed. As for occupation, around 90 per cent of coconut farmers do not have subsidiary occupation. However, marginal number of coconut farmers have taken up dairying and trading / merchandizing as their subsidiary occupation. Intensive coconut farming due to small landholdings could be the reason for non- adoption of subsidiary occupation. With regard to annual family income and sources of income of coconut farmers, the mean annual family income of coconut farmers is Rs. 1,48,934 out of which 55.64 per cent is derived from coconut palms. It is also observed that the mean family income of farmers having more than 200 palms seems to be higher than that of farmers possessing below 200 palms.

Assets: The value of assets varies between farmers and land is the prime asset of all farmers. As for size of landholding, the mean area of irrigated holding is 5.35 acres and unirrigated landholdings is 1.01 acre. It is observed that coconut farmers owning more than 200 coconut palms retain the major share of irrigated land area and majority of them cultivate coconut palm on their own land.

Borrowings and indebtedness: As for sources of borrowings, organised sources viz., commercial banks and cooperatives play a major role as the mean borrowing from these sources constitute more than 70 per cent to total. However, non-institutional sources are reported the major sources of borrowings of small
farmers possessing less than 100 coconut palms while commercial banks are the major sources of borrowings of farmers possessing above 200 palms. Lack of accessibility due to loaning procedures, norms, standards, etc., of the organised sources are the reasons for the increased dependency over non-institutional sources by small farmers.

As regards indebtedness among coconut farmers, around 52 per cent of coconut farmers have debts and the mean debt is Rs.1.08 lakh. The indebtedness happens to grow in tune to the number of coconut palms possessed. Farmers owning less than 100 palms have debts to the tune of Rs.36,578 while farmers owning 100-200 coconut palms have debts to the extent of Rs.60,135. The mean debt of farmers owning more than 200 palms is Rs.1.51 lakh. The study observes that coconut farmers are forced to raise loans during the fourth and fifth year of the crop after planting when no other inter crop could be raised. Since no organised credit could be availed against the security of the standing crop, viz., coconut palm, per se, farmers are forced to lease out the palms at throwing price to redeem the prior debts incurred during the fourth-fifth year of the crop. This has been noticed as a vicious circle and the debt continues with renewals through deferred payments.

**Coconut farming indicators:** The coconut farming indicators of farmers such as area under coconut crop, number and age of palms possessed, type of cultivation, production of nuts, income from coconut palm, variable cost of coconut farming, marketable surplus, on-farm and off-farm value addition in coconuts and disposal strategies adopted by farmers are assessed.

As for area under crop, the mean area possessed under coconut crop is 5.03 acres, but majority of farmers are small landholders whose mean land area
under coconut crop is only 2.39 acres and therefore majority of coconut farmers are small farmers. However, no marked difference in the number of palms possessed by coconut farmers in relation to size of landholdings is observed and the reason is irrigation the number of palm possessed each farmer. So far age of coconut palms, most of the palms are found young (ranging from 19 to 27 years).

**Production:** The production and productivity of coconuts are directly related to the number of palms possessed and type of cultivation adopted. Moreover, it is influenced by the variety of palm, temporal and spatial factors. The study also examined the temporal factors affecting coconut production among farmers. The mean productivity of coconut palm in terms of nuts is 68, which is a little higher than the state average viz., 65 nuts. The productivity is variegated due to seasonal variations. Nuts production per palm ranges from 60 to 76 with a standard deviation of 15 nuts. However, the productivity of palm is higher among farmers who own coconut palms ranging from 100 to 200. The reason could be due to intensive method of cultivation and adoption of productivity increase technologies on coconuts.

**Annual gross income from coconut palms:** The income derived from coconut palms differs among farmers. It depends on several variables. The present study analysed the relationship between annual gross income of coconut farmers and possession of palms. The mean annual gross income from coconut palm of farmers is Rs.82,004. It is Rs.45,970 for farmers owning below 100 palms while it is Rs.1.06 lakh for farmers owning more than 200 palms. This reveals that the income from coconut palm is directly related to the number of palm possessed by farmers. Although, nut production determines the palm income of farmers, the income earned through sale of leaves and husks is also
significant. Moreover, it is to be noted that copra production as homestead activity has resulted for income generation by sale of husk by farmers.

**Variable cost:** Since computing fixed cost of coconut palm is constrained on several grounds, the variable cost of coconut palm is computed by considering various expenditures incurred on cultural practices such as inter-ploughing, manuring and fertilising, pest and disease control practices, weeding, palm cleaning, watering, cost of labour on harvesting of nuts and such other items. The average variable cost of coconut palm has been considered for analysis and comparison among coconut farmers. The mean variable cost of coconut palm of farmers is Rs. 15,736. It is Rs. 3,632 for farmers possessing less than 100 palms while it is Rs. 20,773 for farmers possessing more than 200 coconut palms. The expenditure on manuring and fertilising is the highest for farmers possessing more than 100 coconut palms while the expenditure on weeding the palm is the highest for farmers possessing less than 100 palms. Limited application of mechanisation for weeding and inter-ploughing could be the reason for high spending on weeding among farmers owning less than 100 palms while commercial procurement of both organic and inorganic manures and fertilisers could be the reason for high spending among farmers owning more than 100 coconut palms.

**Marketable surplus:** It has been found that more than 73 per cent of production of coconuts becomes marketable surplus. However, the percentage of marketable surplus varies among farmers. The mean percentage of marketable surplus of coconuts for farmers possessing less than 100 coconut palms is 72.38 while it is 69.64 for farmers possessing more than 100 coconut palms.
**Mode of disposal:** There are two modes adopted by coconut farmers for disposal of their coconut including by-products; one the direct mode and the other indirect mode.

**Direct mode:** It is observed that direct mode is popular among farmers possessing less number of coconut palms, who are free from debt-bondage either by leasing the coconut palms or receiving advance money from others. Further, such farmers possessing the coconut farms located nearby the market centres / urban area, have adopted the above mode.

**Indirect mode:** The most common and prominent mode for disposal of coconuts and byproducts is the indirect mode, which has been found adopted by two-thirds of coconut farmers.

The study also finds that there are five sources through which the coconut farmers dispose of their coconuts. They are leaseholders, local market buyers, commission agents / itinerant traders, wholesalers and the regulated markets. Although, majority of farmers have resorted to more than one source, 60 per cent of farmers have preferred to sell their coconuts through regulated markets. Further, they are highest among farmers possessing less than 100 coconut palms while it is less for farmers owning more than 200 coconut palms. This indicates the increased participation of smallholders with the business of the regulated markets.

**Value addition to coconuts:** Dehusking, copra making and stock keeping of coconuts in anticipation of better price are the major value addition activities adopted by farmers. Although, dehusking of coconuts is done by majority of farmers, it doesn't mean that the entire coconuts produced by them are dehusked. The coconuts that are discarded by traders and available in so
small quantity etc., are dehusked for disposal. Stock keeping as well as copra making as value addition activities are also found common due to existence of regulated markets. However, stock keeping as value addition activity is more prominent among coconut farmers possessing more than 100 coconut palms, while copra making as value addition activity is found more prominently among farmers possessing less than 200 coconut palms. Majority of farmers have adopted on-farm value addition activities to coconuts while only 43 per cent of coconut farmers have been doing copra making as off-farm value addition to coconuts.

Functional performance of regulated markets

There are 16 Market Committees functioning in Tamil Nadu under which 272 Regulated markets have been established. Apart from 15 sub markets, 44 check posts, 108 rural godowns and 108 grading centers, which are legalized forums of equal footing for the producers as well as traders for competitive marketing of agricultural produces. License fee is levied from the traders and weighmen apart from the Market fee one per cent of the value of the produces transacted from the traders. No fee is collected from producer / seller for any service rendered in the Regulated Market. No middleman is allowed to operate in the Regulated Markets. Most of the regulated markets possess their own land, drying yards, transaction sheds, cattle sheds, godowns, sanitation, drinking water and rest houses etc. apart from ensuring standardized weighment, avoiding middlemen and commission agents, closed tender system, banking facilities, immediate payment, market information, telephone facility, pledge loan, free medical aid to farmers etc.
Procurement of agricultural commodities (arrivals): During the year 2001-02, the regulated markets of the Erode Market Committee have transacted 18.26-lakh mt of commodities worth Rs. 230 crores. However, a decline in the transactions has been noticed during the succeeding year 2002-03, which was in tune with the overall downward trend of transactions in other markets of the state, probably due to the drought. About 16.1 lakh mt of notified crops worth Rs.227.16 crore have been marketed through the regulated markets in the district. Among the notified crops, sugar cane/jaggery, turmeric, cotton, coconut and copra are the prominent agricultural produces marketed through the regulated markets, which all put together constituted 80 per cent to the total arrivals in the regulated markets.

Arrivals of coconut and copra: It has been noticed that coconut and copra put together constituted around 24 percentage of the total arrivals of notified crops, qualifying it as a premium crop marketed through regulated markets in the district. Although farmers in Erode district have been taking up on-farm and off-farm value addition activities on coconuts comparatively to a greater extent than others, only less than 50 per cent of farmers under study have been doing copra making. However, location and availability of drying yard seem to be the major element for taking up copra production. Local traders, oil crushers, oil mills, jobbers and regulated markets are the prominent buyers of copra from farmers. Even if the oil mills are located very nearer to farmer; they do not procure copra due to the limited availability of copra. Jobbers seem to procure copra on outright purchase from farmers mostly on behalf of oil mills and similarly local traders and oil crushers procure copra through personalized services at farmers’ field. Yet, regulated markets are well appreciated for their services.
although they are not considered accessible due to their existence in certain geographical clusters.

It has been noticed that the regulated markets located at Anthiyur, Perunthurai, Satyamangalam, Thalavadi, Vellakoil and Velankoil have been dealing with coconuts since their inception, while coconut arrivals could be traced in Avalpunthurai regulated market since 1997 and with others since 2001. Coconut arrivals are the highest in Avalpunthurai regulated market followed by Elumathur and Vellakovil. High density of the crop in Avalpunthurai and Elumathur regions, and existence of large number of coconut oil mills in Vellakovil region could be reasons for high arrivals of coconuts in these regulated markets (it is reported that more than 60 per cent of coconut oil mills and copra yards found in the district are located in these regions). Development of infrastructure facilities including availability of services of copra makers (jobbers) in these regions have also attracted many coconut traders from all over the state.

As for copra arrivals, the regulated markets located at Sathyamangalam, Avalpunthurai, Alangiam, Elumathur and Sivagiri are found to deal with copra in this district. Among them, Avalpunthurai regulated market has handled more than 65 per cent of copra arrivals in all regulated markets. High density of the crop, predominance of opportune coconut farmers (own cutters), existence of oil mills and copra drying yards, arrivals of organisational industrial users of copra, high adoption of copra production as off-farm value addition to coconuts by farmers and administration of quality linked pricing strategies in regulated market are reported reasons for the prominence of Avalpunthurai regulated market in the district.
It has been estimated that on an average, 1.13 lakh coconut lots and 46,883 copra lots have been arriving in regulated markets every month in the district with temporal variations. With regard to the temporal variations in the arrivals of coconut and copra has been noticed that high arrivals occur from May to September months and it is the maximum during July and the least during December and January. This shows that arrivals of coconuts and copra in regulated markets are closely related / directly influenced by seasonal variations in coconut production in the state.

**Users of regulated markets:** The sellers participating in the regulated markets are both farmers and channel intermediaries serving in the assembling process of coconuts and copra, while buyers participating in the regulated markets are the channel intermediaries serving in the equalization and dispersion process of coconuts and copra, and the organisational consumers including the industrial users.

On an average, 3764 and 2690 farmers bring their coconuts and copra respectively to regulated markets every month. The number of farmers participating in the business of regulated market with respect to coconut is the highest in Avalpunthurai followed by Vellakovil, Elumathur, Anthiyur and Vellankovil while it is the highest for copra in Avalpunthurai regulated market. However, seasonal variations in participation of farmers in regulated markets are observed. Variations in number of farmers participating with the business of regulated markets is closely associated with variations in production of coconuts in Tamil Nadu. The number of farmers bringing coconut and copra is the highest during June - August while it is the least during February. Yet, high variation in number of farmers bringing copra to regulated market could not be traced except
July month. Annually nearly 4611 traders of coconut and 1771 traders of copra have been participating in the business of the regulated markets in the district and significant level of variations in traders’ participation in terms of their number could not be identified. However, the traders’ participation is the highest during May and December months for coconut and September month for copra. Inflow of traders from Karnataka to regulated markets in the district could be the reason for high number of traders’ participation during December month while inflow of traders from Nagercoil and Pollachi regions could be the reason for high number of traders’ participation during September month in the district.

*Price structure:* Minimum, maximum, base price and computed average price for coconuts prevailed at regulated markets in the districts are analyzed. The minimum price prevailed at Thalavadi and Kunnathur is the highest due to high out-turn of coconuts in the region, whereas the maximum price prevailed for coconuts is the highest at Avalpunthurai and Elumathur regulated markets due to participation of large number of buyers especially industrial and organisational users of coconuts. Focus group discussions reveal that the regulated markets are reported to be the price setters for both coconuts and copra in the district.

As regards month-wise coconut price, the price of coconuts tends to be maximum during November, which is around the minimum Rs.417 per 100 coconuts is Rs.225 during May-June. It is reported that the price hike for coconuts occurs during November every year is due to reduction in supply of coconut resulting out of temporal factors affecting the production in Tamil Nadu.

In this case of copra price structure, the maximum and minimum price prevailed at Sivagiri regulated market is higher than that in all other regulated markets. It is reported that high out-turn of coconuts and production of high
quality copra in the region is the reason for high price for copra in the region. As for seasonal variations in the price of copra, it is noticed that the minimum price is high during December while maximum price is high during February. However, the difference between minimum and maximum price for copra is more or less stable throughout the year.

**Contributions of Regulated Markets**

Analyses of the contributions of regulated markets as perceived by farmers (user and non-user farmers) and copra producing user farmers and copra producing non-user farmers of the regulated markets are carried out. The inferences are:

*Contributions to agricultural marketing system:* The percentage of respondents under highly perceived category is higher among non-user farmers than user farmers. The mean scores for user and non-user farmers are 32.24 and 34.06 respectively under highly perceived category and that non-users are likely to have high perception of the contributions of the regulated markets to marketing system greatly. It is learnt that most of the non-users of regulated markets have debt bondage with traders and merchants. Therefore, they are unable to avail the services of regulated markets by effecting sale of their produces as per their desire. Hence, the reason could be that non-users might have considered the regulated markets as a great enabling force contributing for regulating the marketing system for coconut and copra to a greater extent than the users of regulated markets.

The results of the linear multiple regression analysis show that possession of more coconut palms leads to a higher sense of the realization of the contributions of regulated markets among farmers in general and copra producer farmers in particular. Further, the extent of coconut cultivation has significant
positive effect on the perception of the contributions of regulated markets. This shows that larger the extent of adoption of coconut crop, higher the realization of the advantages of regulated markets by farmers. However, the advantages of regulated markets are highly perceived by copra producer farmers whose coconut farm income is higher than that of those who have derive income from other sources. Similarly, the model reveals that availing the services of regulated markets also have significant effect for the realization of the benefits of regulated markets. In other wards, more the services availed, higher the perception of the contributions of regulated markets. Knowledge on coconut farming does not have significant positive effect on the realization of the contributions of regulated markets; rather it has negative significant effect. This leads to the conclusion that the farmers have high expectations of the role of regulated markets in eliminating / reducing the marketing imperfections as well as augmenting the productivity increase in coconuts farms.

**Contributions to farmers:** The differences in the economic indicators such as size of landholdings, value of assets, occupation, annual income, borrowings and indebtedness of copra producing - user farmer and copra producing - non-user farmers of regulated markets are analysed. The study finds significant differences with respect to palm productivity, copra production, farm income, borrowings and indebtedness. The palm productivity, copra production and farm income are higher among copra producing - user farmers than copra producing - non-user farmers. Similarly, the debt of copra producing - user farmers is significantly lesser as compared to that of copra producing - non-user farmers.

**Effect of regulated markets on copra production:** The results of Linear Multiple Regression show that age, education, land size, expenditure on
coconut farming, perception of copra production, palm productivity and the
perception of the regulated markets have significant positive effect on copra
production among farmers greatly, while perception on traders / merchants has
negative effect on copra production. This is an important finding in the sense that
although socio-economic variables such as age, education, land size, palm
productivity, palms possessed etc., influence copra production greatly, farmers
can not take up value addition on coconuts unless they derive lucrative return for
their produce through efficient marketing system. The analysis of the perception
of regulated markets shows that the regulated market as a dependable and
effective marketing channel has significantly influenced the farmers for copra
production. Therefore, we may conclude that the regulated markets have
facilitated for income augmentation among coconut farmers by providing better
marketing system for coconut / copra in the district.

Problems In effective utilization of services of Regulated Markets

The reasons for non-utilization of the services of regulated markets and
the problems in the effective utilization of services of regulated markets are
identified, and given below:

*Reasons for not-utilizing the services:* Majority of non-user farmers do
not have adequate quantity of coconuts at their disposal as they have leased out
their palms to traders and merchants. Moreover, the quantum of copra available
with them is found very meager. Due to poor quality as well as less quantity of
copra, farmers prefer to sell at a price offered by traders / merchants at their
doorstep. This is the major reason for not availing of the services of regulated
markets by copra producing non-user farmers.
Further, farmers do not bring their husked coconuts for sale through regulated markets because of increased cost of transportation, non availability of facilities / labour force for dehusking the coconut at the regulated markets coupled with absence of husk buyers at the premises of regulated markets. Moreover, the discarded nuts if any, while effecting sale of dehusked coconuts at the regulated markets, do not fetch better price. Perse the farmers are forced to take back the discarded nuts, which results to hardship.

High cost of marketing is reported as a reason for sale of dehusked coconuts through regulated markets. Besides the transportation cost, the quantity and quality allowances provided to buyers in terms of nuts for sale of every 100 nuts is high; it is more or less at par to the conventional system of effecting sale to traders / merchants in the open market. This is the reason for not bringing both husked and dehusked coconuts for effecting sale through regulated markets by farmers.

Problems in effective utilization: The problems in effective utilization of the services of regulated markets as perceived by the user-farmers are identified. Difficulties in production of copra as per standard norms, difficulties in transportation, lack of communication / market information particularly the price of copra, and existence of traders coterie are the major problems hindering effective utilization of the services of regulated markets. Moreover, the welfare services are not available with all the regulated markets in the district. However, the regulated markets located at Avalpunthurai, Perundurai, Vellakoil and Elumathur have been providing these facilities to a greater extent. The link roads to regulated markets are very dilapidated. Farmers have poor perception on the location and physical accessibility of the regulated markets.
Conclusion

The regulated markets in Erode district play a vital role in marketing of coconut and coconut products particularly copra of farmers. In fact, they are the only regulated markets in Tamil Nadu dealing with coconut and coconut products, while no cooperative marketing society is involved. Both the user and non-user farmers have high perception of the contributions of regulated markets in regulating and systematizing the agricultural marketing system in the district in general and coconut marketing in particular. The defect free marketing system of the regulated markets facilitates the farmers to take up value addition for their products. Buyers are also benefited; coconut traders and merchants depend on the regulated markets for their procurement and sale operations, price determination and the like. Despite, both user and non-user farmers find difficulties in availing the services of the regulated markets and therefore they offered a few suggestions for effective utilization and performance of regulated markets. The suggestions of farmers are deliberated with the officials of regulated markets and the conclusions arrived at in the deliberations are highlighted below:

* Provision of marketing finance: Farmers require money to meet the expenses incurred in effecting better sale of their farm produces. Coconut farmers require money to meet both the expenditure incurred for harvest of coconuts, peeling / dehusking activities, transportation and such other itinerant expenses. The case of farmers converting copra is different from that of farmers who merely dehusk their coconuts. Copra producers have to wait for more than 15 days to get the price for their produce after
harvest of coconuts at their farm. Since most of the farmers do not have staying power, they effect for immediate sale of coconuts at their farm itself. This is the major reason for non-adoption of copra production as value addition activities by coconut farmers. Hence, measures of the organized financial institutions catering the marketing financial requirements of coconut farmers are to be designed and executed.

Although copra production generates additional employment particularly for women folk in general and homestead employment generation in particular, non-availability of human resources with adequate expertise in the production of quality copra is felt. The regulated markets therefore may also serve as ‘centers of technology transfer’ particularly for production of quality copra.

Since farmers report the existence of traders’ coterie and domination of a few buyers in regulated markets, steps are required to be taken for participation of more buyers in the regulated markets and in such situations, the regulated markets may have to take up procurement operations on behalf of organizational consumers, large-scale buyers and corporate industrial bodies.

Possibilities for coordinating backward and forward linking including contract farming by organised consumer sectors could solve the problems of coconut farmers.

Since cost of transportation hampers movement of farm produces from the place of production to the place of effective organized sale through institutional sources, the regulated markets
in collaboration with Government machinery for transport may device a strategy for subsidizing the transportation cost of farmers.

Dissemination of market information is lacking. Particulars on market intelligence that prevail for different grades of agricultural produces are to be disseminated everyday at fixed timing. Regulated markets should not limit their role by furnishing particulars in their notice board at their premises. The potentiality of mass media in this regard should be exploited to the maximum extent possible.